



Beyond chat:

Designing seamless AI interfaces

CHATBOT  SUMMIT



Jan Zubíček

AI Business Strategist



Jan Stober

Conversational AI Design Lead



Kate

ČSOB's virtual assistant



Over 12M conversations (6M in 2024)
1.2M unique clients in 2024
84 % understanding
71 % solution rate





Saving time & money





Saving **our time & money**





~~Saving our time & money~~
Saving customers' time & money





Language is a great input





How to captivate your client?

Find the right situations

Moments when you can help
(forgotten PIN, blocked card)



Be personal

Clients are not looking for
generic info



Be active

Clients want a solution,
not just advice



Don't be afraid of small stuff

Clients are happy when we
show them affection
(birthdays, anniversaries...)





Humans are wired for language

Language is intuitive, universal, and requires no training—humans have used it for millennia to communicate.

No need for training

Every app, system, or device has a different UI—but language remains the same across all of them.



Future proof

Language commands are timeless—while technology changes, our way of expressing intent stays the same.

Complex commands

e.g., "Send the latest sales report to the team, but only include last quarter's data."

Google

🔍 "product design course"





Language is a tricky output





Wall of text problem

Step 1: Authentication Check

- If you are already logged in: Proceed to Step 2.
- If you are not logged in: Please log in first.
 - If you forgot your password: Reset your password before continuing.
 - If your account is locked: Contact customer support.

Step 2: Multi-Factor Authentication (MFA) Check

- If you have MFA enabled:
 - A one-time passcode (OTP) has been sent to your registered device.
 - If you did not receive the OTP:
 - Check your spam folder.
 - Ensure your phone is connected to the internet.
 - If the issue persists, contact support.
- If the OTP is incorrect: You have 2 more attempts before your account is locked.



Short-term memory problem



Espresso	\$2.99
Latte	\$4.99
Vanilla Latte	\$5.99
Cappuccino	\$3.99
Mocha	\$5.99
Americano	\$2.99
Flat White	\$4.99
Hot Chocolate	\$4.99
Black Coffee	\$2.99
Tea	\$1.99

Omnichannel interactions

1 ——— 2 ——— 3 ——— 4 ——— 5

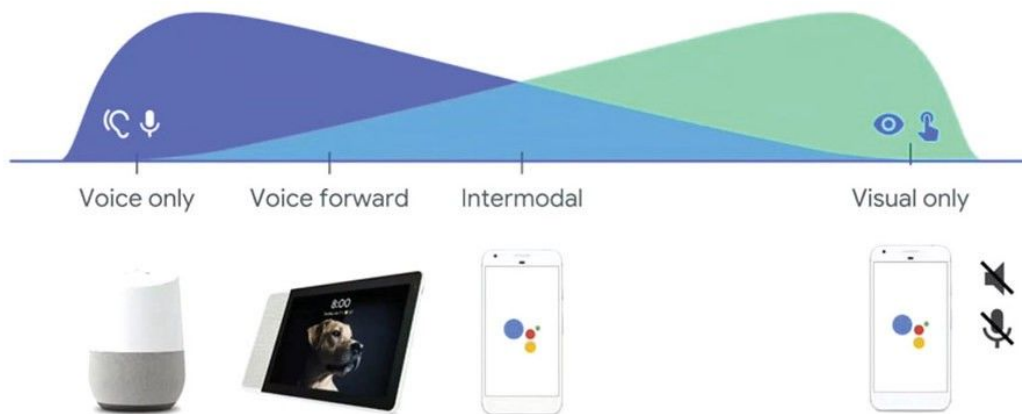
Loan request	Loan details & approval	Confirmation	First payment reminder	Low balance
Phone – virtual assistant	App push	E-mail	In-app virtual assistant	App + in-app virtual assistant



Inefficiency compared to visuals



Multimodal Spectrum






Do not say things, do them!

Instead of treating AI as a conversational partner, we should see it as a **control interface** for the digital world.





That's easy! Get up, find the light switch on the wall, flip it, and then enjoy the brightness! 💡





Language answers



Direct execution



Graphical elements



Why then...







View Your Cart

Details



1 Classic Cheeseburger

\$6.50

American Cheese, Ketchup



Coke

\$7.50

Large



Boardwalk Fries

\$3.25



Onion Rings

\$4.50

Total

\$26.25



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Discussion

- Where are you with the conversational design (IVR, complex NLU, RAG, agents...)?
- What is your primary goal?
- What do your customers say?
- What are your biggest challenges?



Teamwork!



Assignment

Your client, a large multiplex cinema chain, needs you to design a conversational UI experience for their clients. This interface should allow their clients to buy a ticket for one of the screenings.

The client has three channels with voice input - mobile app, smart tv app and telephone voice bot.

Choose up to 3 critical interactions and design them tailored to each channel's constraints and advantages.

- Map the ticket purchase journey from initial contact to confirmation. Identify potential friction points unique to each channel (mobile app, smart TV app, and telephone).
- Identify 3-5 key decisions users must make (e.g., movie selection, showtime, seat selection) and prioritize them based on importance.
- Design how your conversational UI could transition between voice and visual elements for each channel. Specify when and how to leverage visual components (like seat maps or movie posters) to complement voice interactions. Consider when switching the channel is the best cause of action.
- What data can the bot use to improve the experience? What information should be stored? How would personalized recommendations be presented differently across channels?

- Let's team up

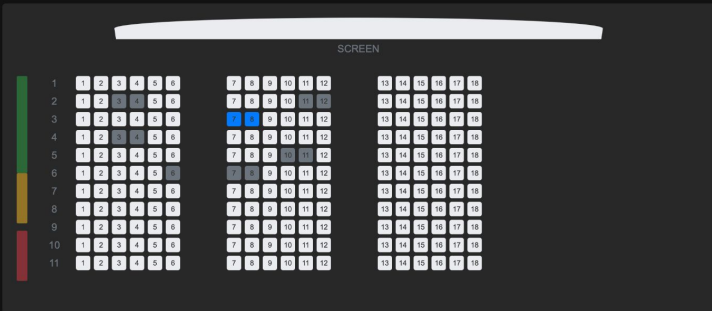


Run Lola Run (Lola Rennt)

Screen 3 • 80 min • German with English Subtitles

Available Selected Taken

\$10 (Front) \$15 (Middle) \$20 (Back)



Selected Seats

Row 3, Seats E9, E10
\$10.00 each (Front)

Order Summary

Tickets (2) \$20.00
Booking Fee \$2.00

Total \$22.00

CONTINUE

← → ↑ ↓ Navigate OK Select Back Return + - Zoom

CINEPLEX

Today 8:30 PM

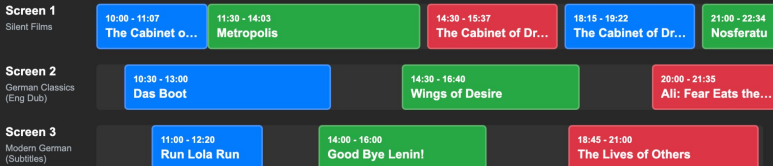
Mon 25 Tue 26 **Wed 27** Thu 28 Fri 29 Sat 30 Sun 31

Time: All Times Screen: All Screens

Schedule for Wednesday, March 27

Timeline List

10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00



← → ↑ ↓ Navigate OK Select Back Return



9:41 100%

Select a Movie

Mon 25 Tue 26 **Wed 27** Thu 28 Fri 29 Sat 30 Sun 31

Filter by time:

All Times Morning Afternoon Evening

Now Showing - March 27

Morning

10:00 AM **Screen 1** The Cabinet of Dr. Caligari (1920)
67 min • Silent Film

10:30 AM **Screen 2** Das Boot (1981)
149 min • English Dubbing

11:00 AM **Screen 3** Run Lola Run (1998)
80 min • English Subtitles

11:30 AM **Screen 1** Metropolis (1927)
153 min • Silent Film

Afternoon

1:15 PM **Screen 1** Nosferatu (1922)
94 min • Silent Film

9:41 100%

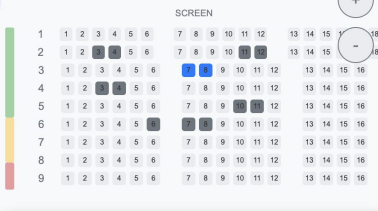
Select Your Seats

Run Lola Run (Lola Rennt)

Today, 11:00 AM • Screen 3 • German with English Subtitles

Available Selected Taken

\$10 (Front) \$15 (Middle) \$20 (Back)



Selected Seats (2)

Row 3: Seats 9E, 10E
Price Level: Front (\$10)

Total: \$20.00

CONTINUE





Conversation Design Cycle

